

Painting a Complete Picture: Store Mapper and Assessment Connections

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June 15th, 2016

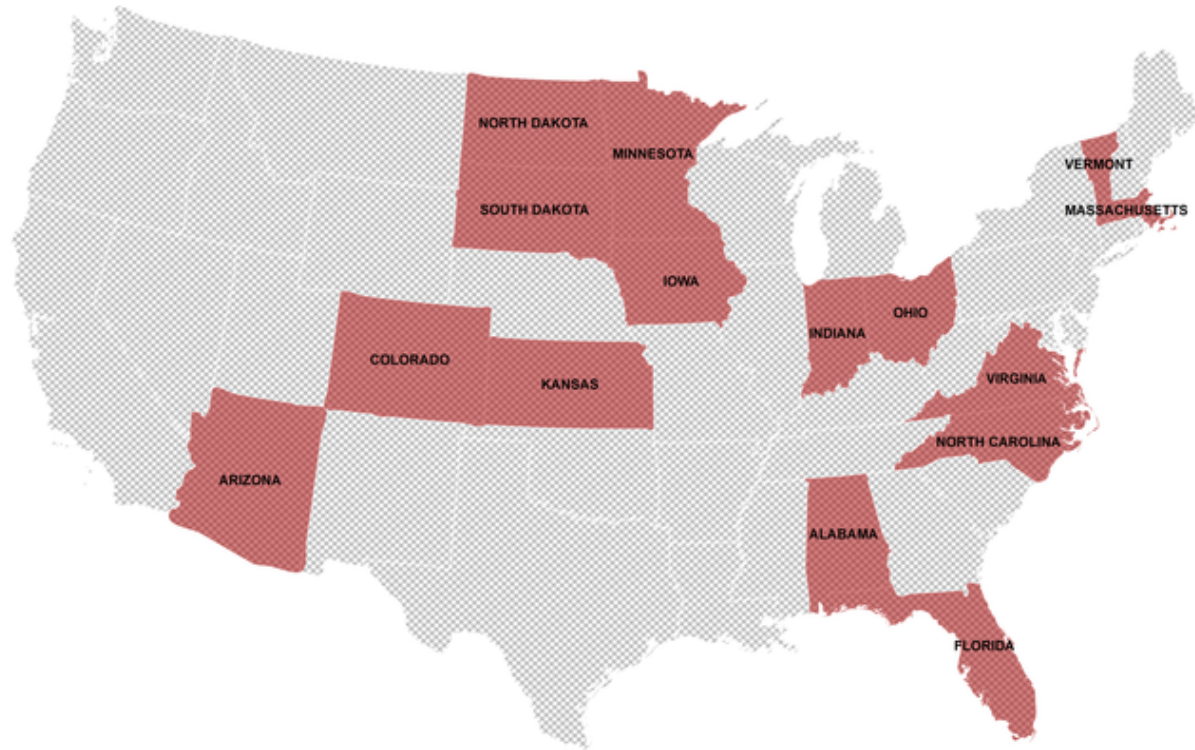


**COUNTER
TOOLS**
ADVANCING PLACE-BASED
PUBLIC HEALTH



Iowa Department of Public Health
Promoting and Protecting the Health of Iowans

About Counter Tools

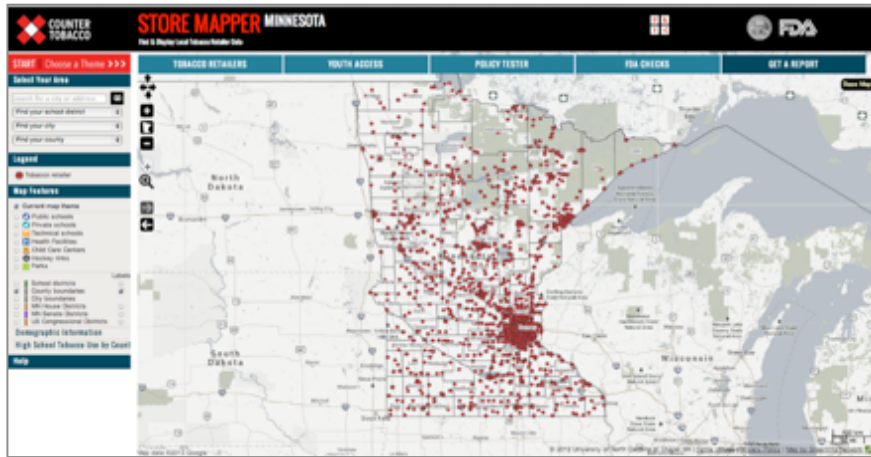


**Local data for policy change in the
retail environment.**

Our Tools

Community Environment

Bird's eye view



Consumer Environment

On the ground/inside stores



Overview

- What information about assessments is available in the Store Mapper?
- How can we create a complete picture about the tobacco retail environment?
- Case studies
- Worksheet
- Question and answer

Goals for Today

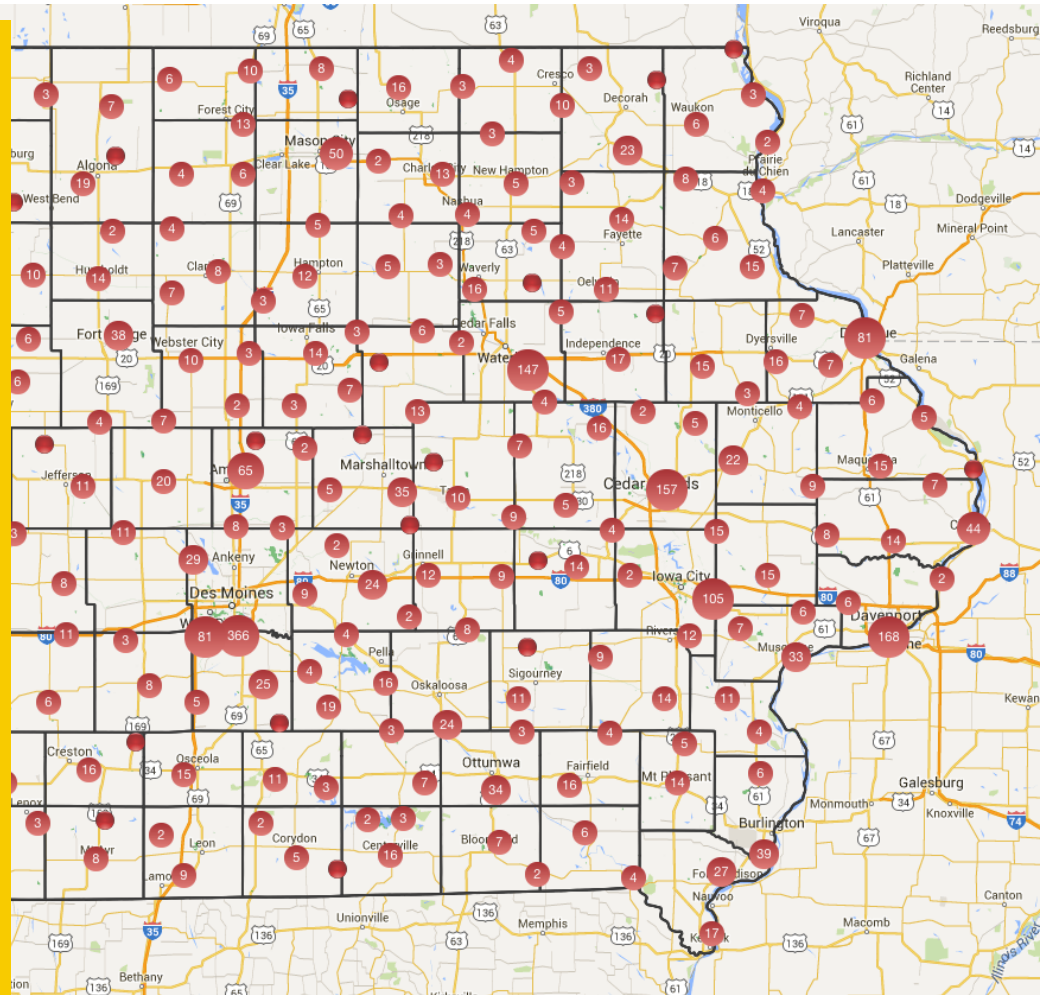
1. Know the assessment data available in the Mapper and conclusions you can draw
2. Connect assessment data with other information in the Store Mapper and other sources
3. Practice using the Store Mapper to paint a complete picture

ASSESSMENT DATA IN THE STORE MAPPER

Who is on the map?

Assessment counts include all locations visited, even if closed.

Points on map only include retailers with completed assessments for the question.



What is on the map?

Assessment Locations

- Store assessment locations
- Number of assessments by geographic area
- Rank number of assessments by geographic area


Assessment Results

- Show generalized results from STARS questions
- Rank geographic areas by assessment results

What is on the map?

Assessment results in the Mapper show results of 10 specific STARS questions (listed here).

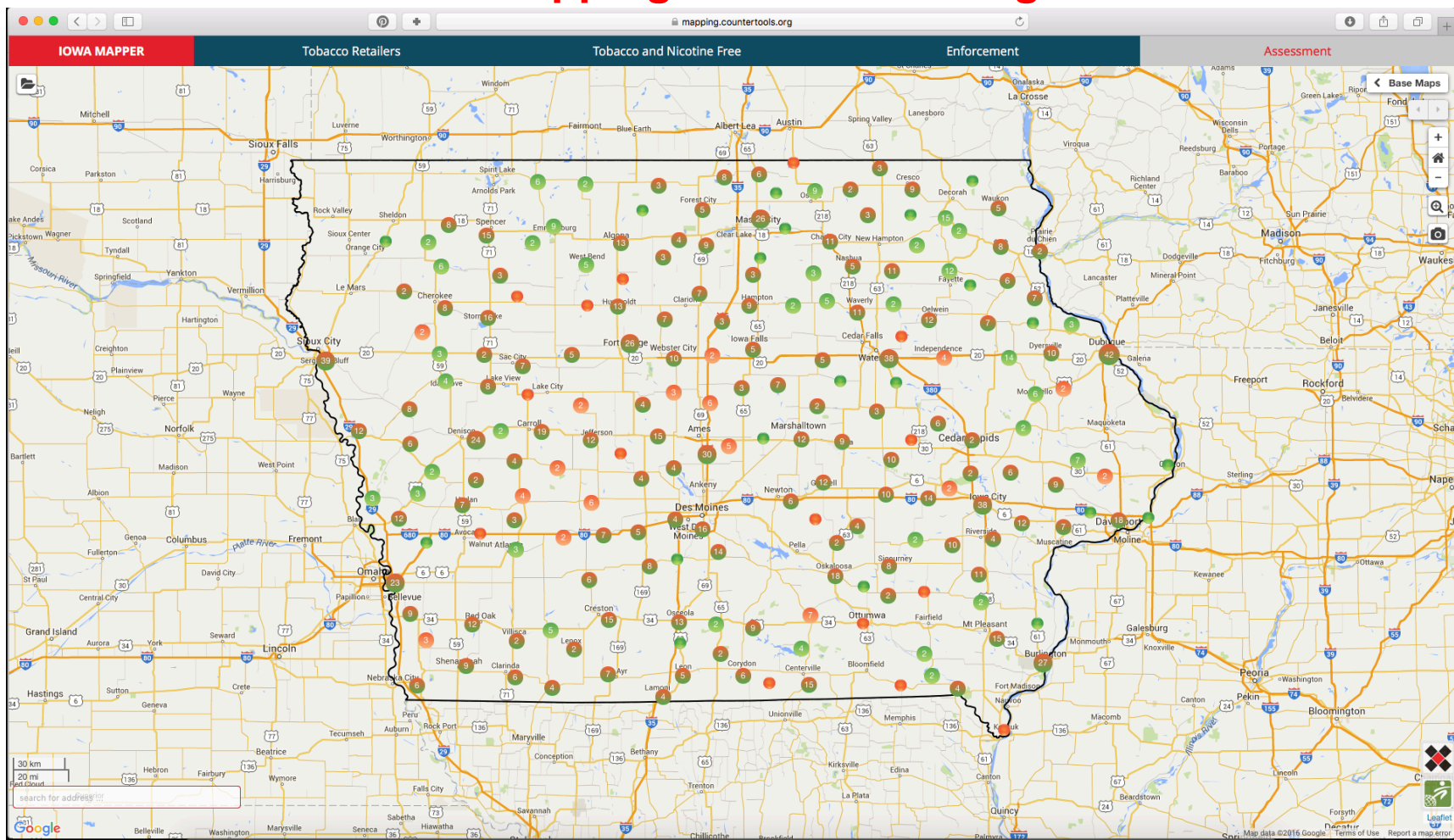
Download reports from the Store Audit Center for results on other assessment questions.



Promotions
Promotion on any tobacco product
Promotion on menthols
Promotion on cigarillos
Promotion on e-cigs
Promotion on smokeless tobacco
Product Availability
Availability of flavored cigars
Availability of cigarillo singles
Product Price
Price of least expensive cigarette
Price of Newport menthols
Price of Blu disposable e-cigs

Switch to live demo

www.mapping.countertools.org/iowa



Dialog Box

The dialog box has a title bar with the text 'Assessment Locations' and a close button (X). Below the title bar, there are three tabs: 'Assessment Locations' (selected), 'Assessment Results', 'Map Features', and 'Download Data'. The main content area includes a 'Clear map' button, a section for 'Assessment Locations' with a radio button for 'Store assessment locations showing Show: Any tobacco product' and two color-coded options: 'Promotion was in effect' (red) and 'No promotion was in effect' (green). There is also a radio button for 'Show number of assessments by County'. Below this is a section for 'Aggregate Statistics' with a radio button for 'Rank number of assessments by County'. The 'TimeView' section includes a dropdown for 'Show assessments for ALL ROUNDS AGGREGATED' and navigation arrows. At the bottom, there is a text box stating: 'Store assessments are performed per the [Standardized Tobacco Assessment for Retail Settings \(STARS\)](#). You may download a copy of the STARS from the SCTC website.'

Assessment Locations **Assessment Results** **Map Features** **Download Data** X

☐ Clear map

Assessment Locations

☒ Store assessment locations showing Show: Any tobacco product

☐ Promotion was in effect

☐ No promotion was in effect

☐ Show number of assessments by County

Aggregate Statistics

☐ Rank number of assessments by County

TimeView

Show assessments for ALL ROUNDS AGGREGATED < >

Store assessments are performed per the [Standardized Tobacco Assessment for Retail Settings \(STARS\)](#).
You may download a copy of the STARS from the SCTC website.

TimeView

Assessment Locations | Assessment Results | Map Features | Download Data

☐ Clear map

Assessment Locations

☒ Store assessment locations showing Show: Any tobacco product

☐ Promotion was in effect

☐ No promotion was in effect

☐ Show number of assessments by County

Aggregate Statistics

☐ Rank number of assessments by County

TimeView

Show assessments for

Round 2016

Round 2015

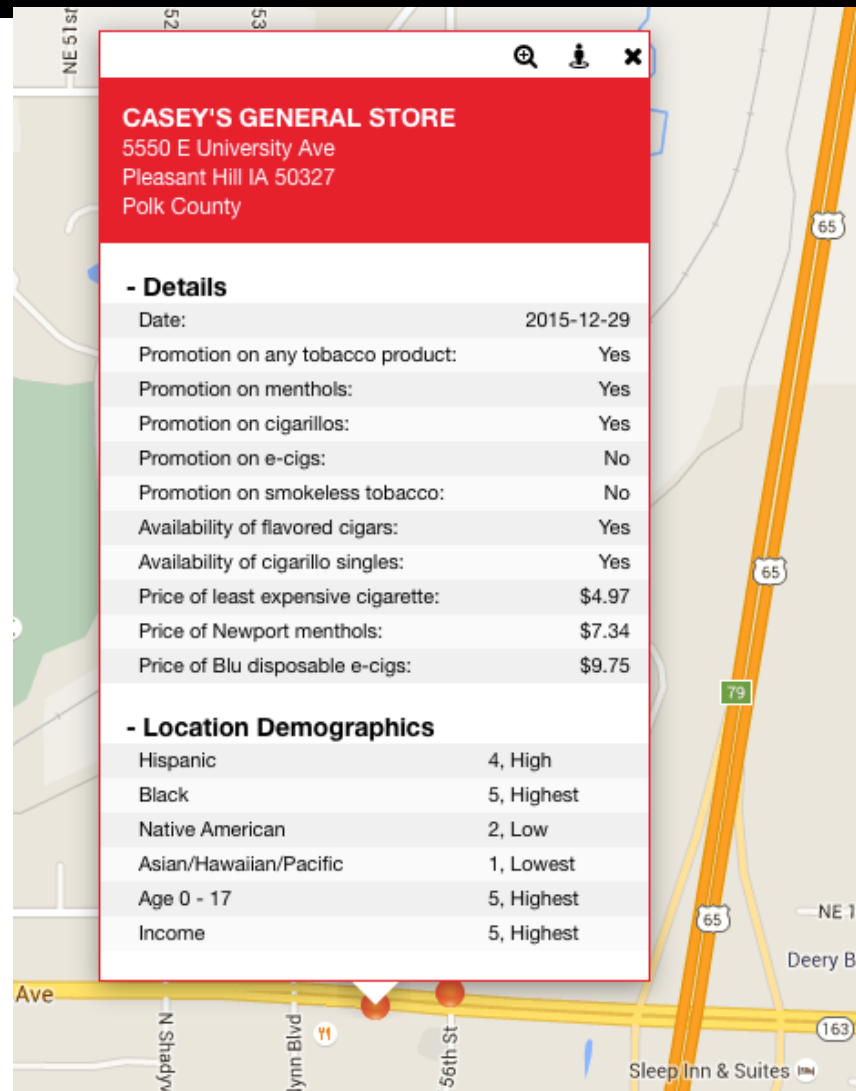
✓ ALL ROUNDS AGGREGATED

< >

Store assessments are performed per the [Standardized Tobacco Assessment for Retail Settings \(STARS\)](#).
You may download a copy of the STARS from the SCTC website.

Default time period is “All Rounds Aggregated”

Info Box



CASEY'S GENERAL STORE
5550 E University Ave
Pleasant Hill IA 50327
Polk County

- Details

Date:	2015-12-29
Promotion on any tobacco product:	Yes
Promotion on menthols:	Yes
Promotion on cigarillos:	Yes
Promotion on e-cigs:	No
Promotion on smokeless tobacco:	No
Availability of flavored cigars:	Yes
Availability of cigarillo singles:	Yes
Price of least expensive cigarette:	\$4.97
Price of Newport menthols:	\$7.34
Price of Blu disposable e-cigs:	\$9.75

- Location Demographics

Hispanic	4, High
Black	5, Highest
Native American	2, Low
Asian/Hawaiian/Pacific	1, Lowest
Age 0 - 17	5, Highest
Income	5, Highest

Areas Overview

Generate a Report ✕

> AREA OF INTEREST REPORT

✓ AREAS OVERVIEW REPORT

Generate an PDF report listing a brief summary of all areas. Use this overview to quickly identify areas which may warrant a more detailed analysis.

Select a report type

Store Assessment, E-cigs

Select the type of area

City and Town Boundaries

Filter by year

ALL YEARS AGGREGATED

Generate Report

Summary of data across all areas

Areas Overview Report

City and Town Boundaries

	Population	# Assessments	Promotion on e-cigs
	1,860	1	100 %
	250	1	100 %
	442	1	100 %
Otho	542	1	100 %
Avoca	1,440	2	100 %
Seymour	701	1	100 %
Tiffin	1,947	2	100 %
La Porte City	2,285	1	100 %
Bayard	471	1	100 %
North English	1,041	2	100 %
Early	557	1	100 %
Treynor	919	1	100 %
Panora	1,124	3	100 %
Grand Junction	824	1	100 %
Lone Tree	1,300	1	100 %
Scranton	557	1	100 %
Manning	1,500	2	100 %
Carson	812	1	100 %
Keosauqua	1,006	1	100 %

Areas of Interest

Side-by-side comparison of data for two areas

Generate a Report

✓ **AREA OF INTEREST REPORT**

Generate a PDF report for an area of interest.

Select a Report Type

Store Assessment, Promotion on any tobacco product

Select the area to report

County Boundaries

Adair

Select the second area for comparison

Entire State

Filter by year

ALL YEARS AGGREGATED

☒ Include detailed listing?

Generate Report

Promotion on any tobacco product

Adair vs. Entire State

Summary for All Years Aggregated

Selected Area	Comparison Area
Adair	Entire State
# 62	-
11	2,267
11	1,896
4	937
36 %	49 %
7,682	3,040,764
12	3,475

Similarly

Area Name	Assessments	Promotion	Promo %
Winnebago	21	8	38 %
Appanoose	19	7	37 %
Adair	11	4	36 %
Cerro Gordo	25	9	36 %
Mahaska	22	8	36 %

Note: there is no option for demographic details in assessment-related reports.

What conclusions can we draw?

- Results are generalizable to the county

“The average price of the least expensive cigarette in Webster County was \$4.80...”



Price of least expensive cigarette

Webster vs. Entire State

Summary for All Years Aggregated

	Selected Area Webster	Comparison Area Entire State
Ranking	# 14	-
Number of Assessments Performed (total)	42	2,267
Number of Assessments Performed (with data)	34	1,771
Average Price	\$ 4.80	\$ 5.07
Total Population	38,013	3,040,764
Number of Retailers	43	3,475

Ranked Similarly

Rank	Area Name	Assessments	Avg Price
# 12	Buchanan	7	\$ 4.77
# 13	Keokuk	16	\$ 4.78
# 14	Webster	34	\$ 4.80
# 15	Hamilton	16	\$ 4.82
# 16	Jones	17	\$ 4.82

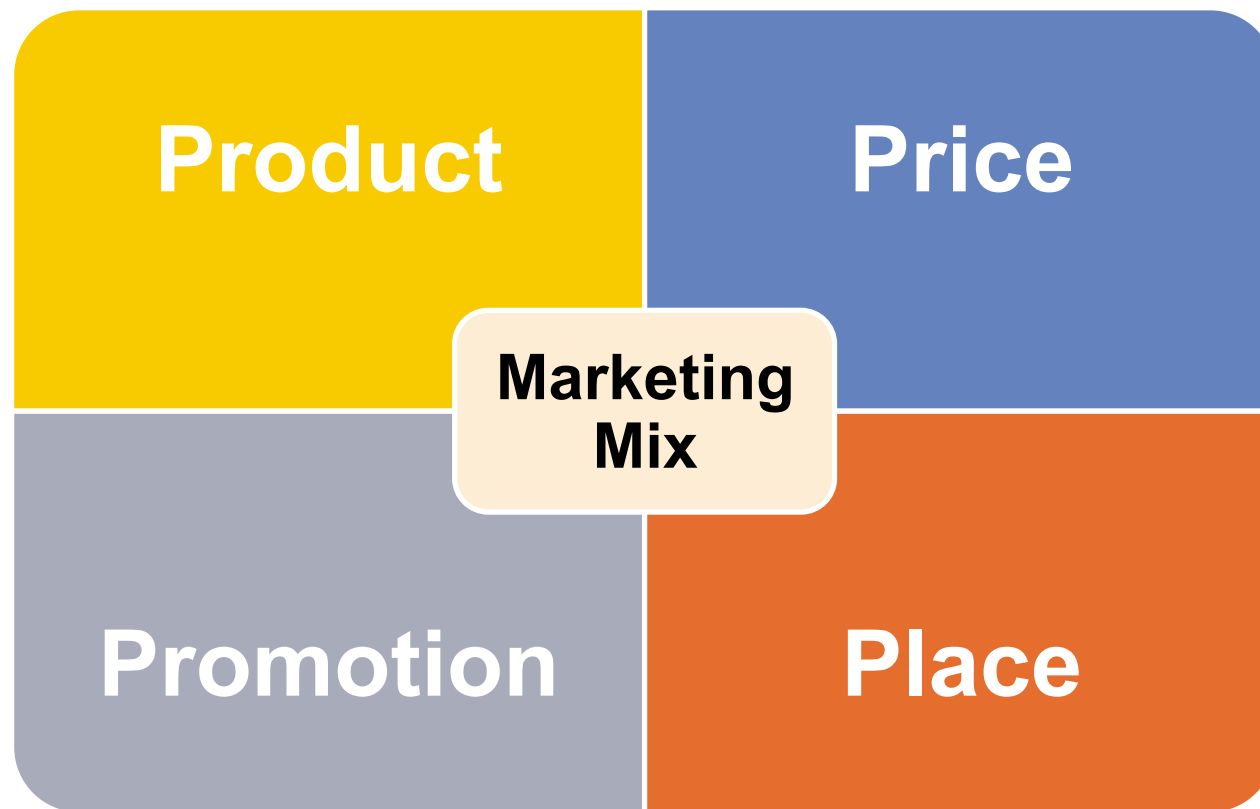


**CREATING THE COMPLETE
PICTURE**

How can we create a complete picture about the tobacco retail environment?

1. Apply the 4 P's
2. Paint by numbers
3. Connect with the broader landscape
4. Engage your audience

1. Apply the 4 P's to Describe the Retail Environment



STARS Questions

Product

Price

Promotion

Promotions

- ✓ Any tobacco product
- Menthols
- Cigarillos
- E-cigs
- Smokeless tobacco

Product Availability

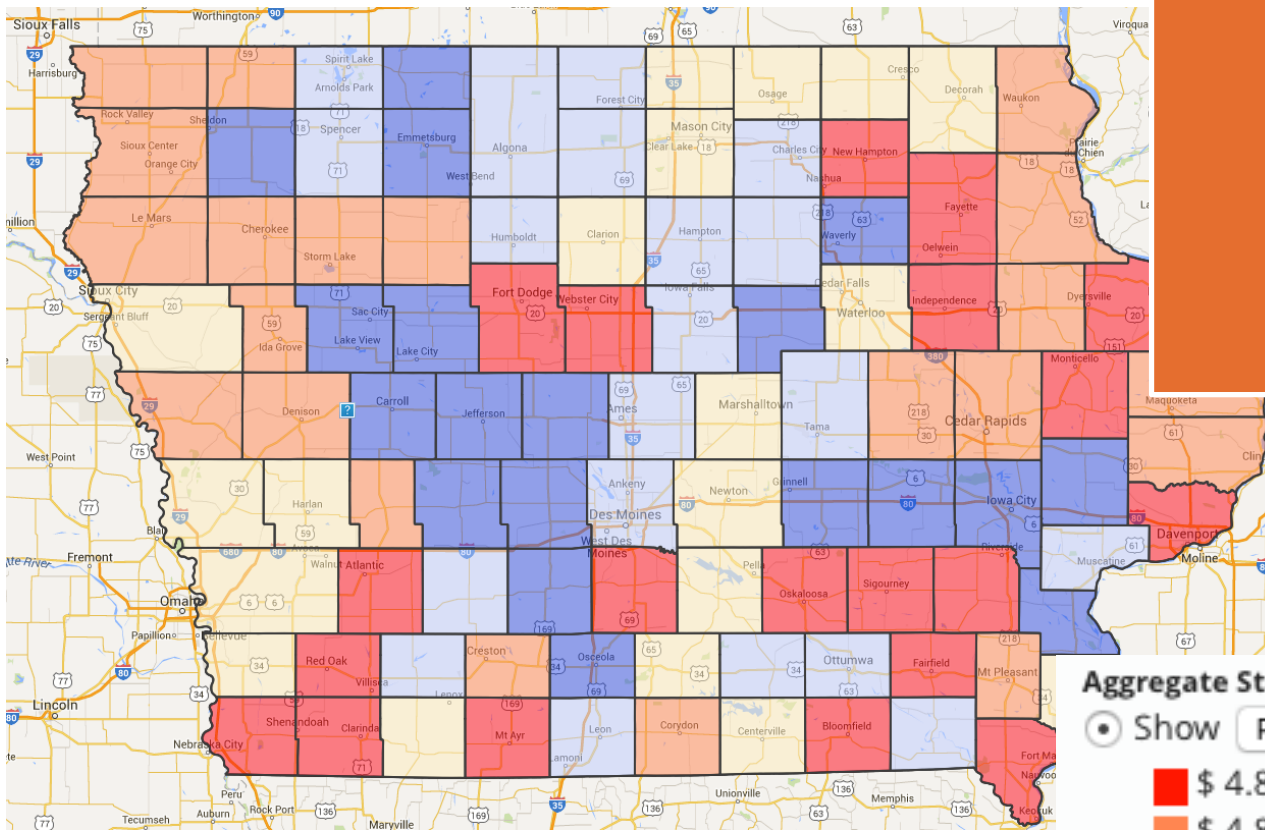
- Flavored cigars
- Cigarillo singles

Product Price

- Least expensive cigarette
- Newport menthols
- Blu disposable e-cigs

Use visuals

Place



Aggregate Statistics

Show Price of least expensive cigarette

- \$ 4.86 or lower average price
- \$ 4.86 - 4.95
- \$ 4.96 - 5.11
- \$ 5.12 - 5.29
- \$ 5.30 or higher average price
- No assessments performed

Connect to other Mapper data

Density



Retailer & Density Report

Webster vs. Entire State

Density Metrics

Density Ranking

Total Population

Number of Retailers

Number of Retailers per 1,000 Population

Number of People Per Retailer

Selected Area

Webster

66

38,013

43

1.1

884.0

Comparison Area

Entire State

3,040,764

3,475

1.1

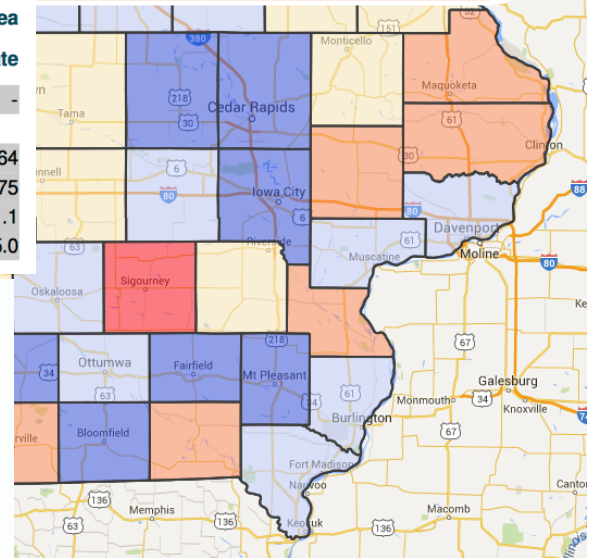
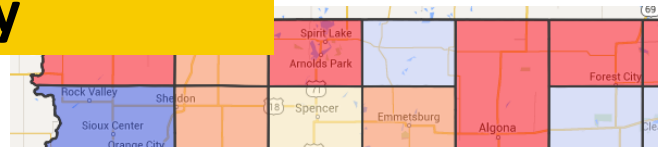
875.0

Aggregate Statistics

Show density by County

- 1.7 or more retailers per 1,000 population
- 1.3 - 1.6
- 1.2 - 1.2
- 1.0 - 1.1
- Under 1.0 retailers per 1,000 population
- No retailers

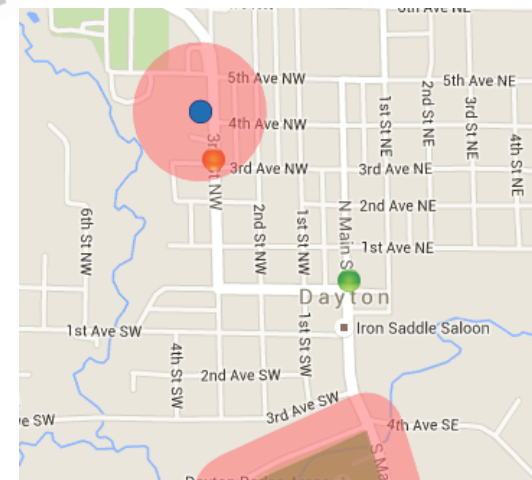
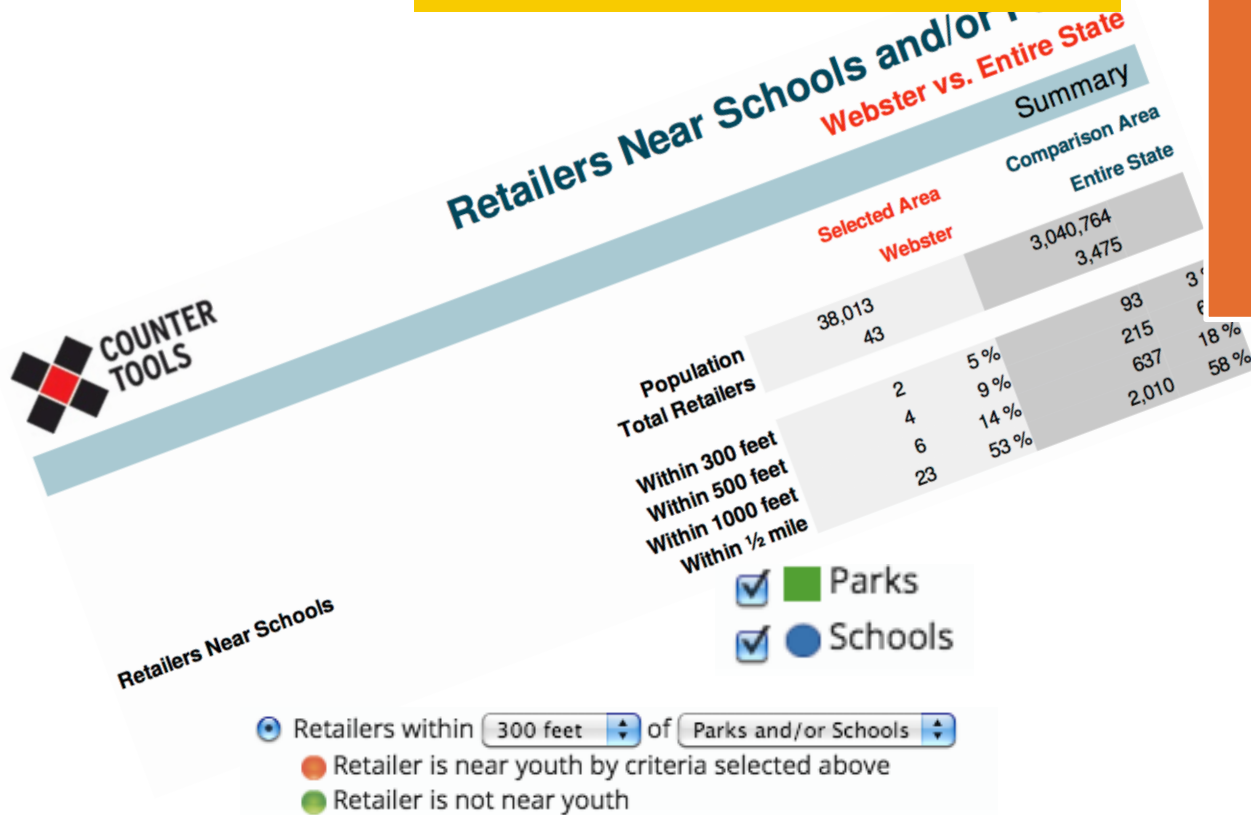
Place



Connect to other Mapper data

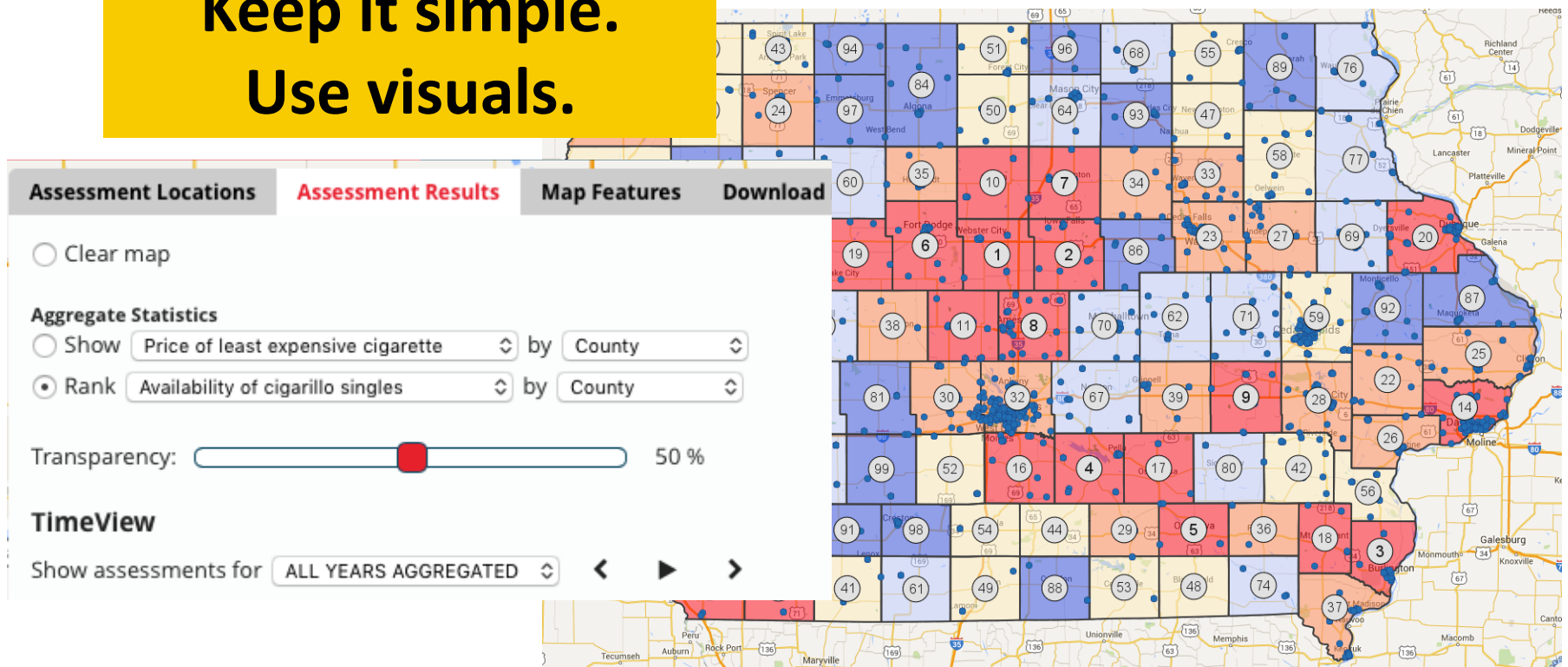
Proximity

Place



2. Paint by numbers

Tips:
Keep it simple.
Use visuals.



Use “social math”

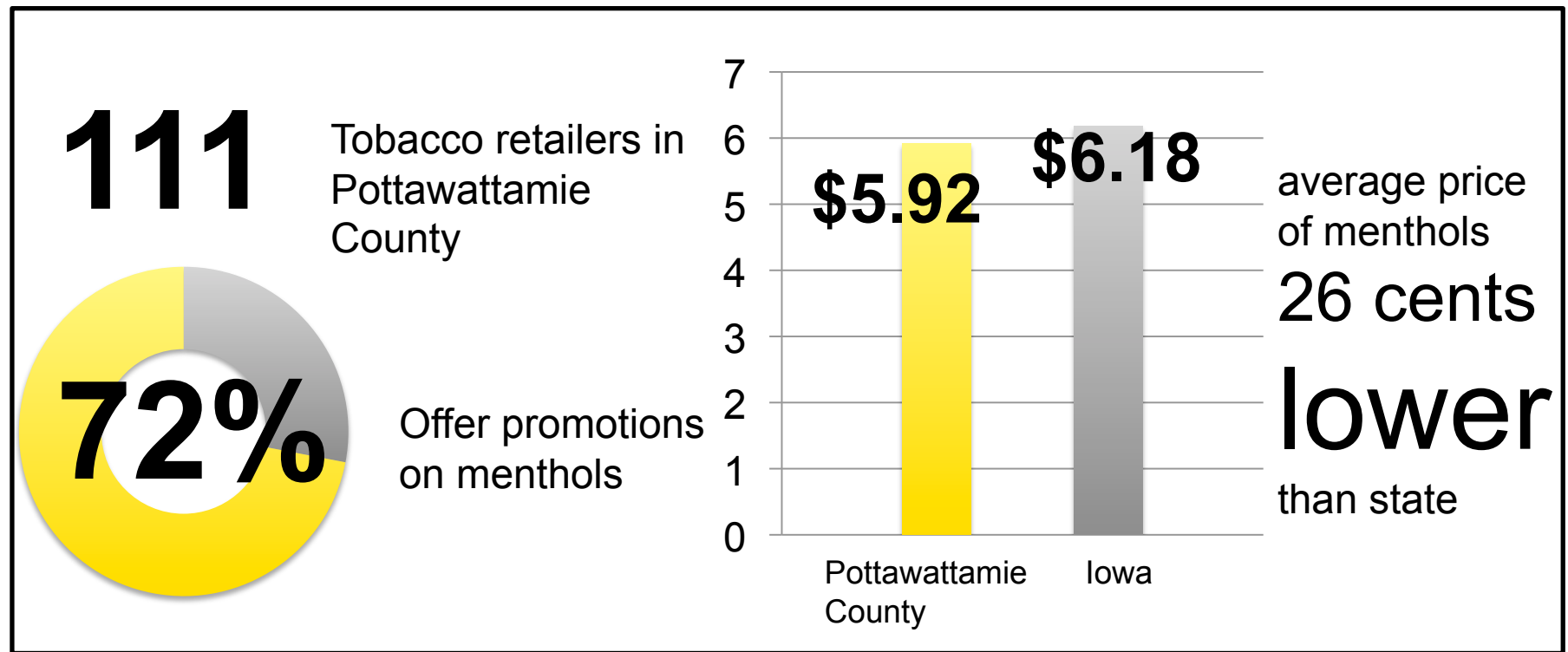
It's cheaper to buy a pack of cigarettes than a gallon of milk in Page County.



Average pack of cigarettes:	Average fast food meal:
\$4.35	\$6.00

Data from Areas of Interest Report, Price of Cheapest

Create infographics



Data from Areas of Interest Report – Assessment, Promotion of Menthols;
Assessment, Price of Newports

3. Connect with the broader landscape



What?

So
What?

Now
What?

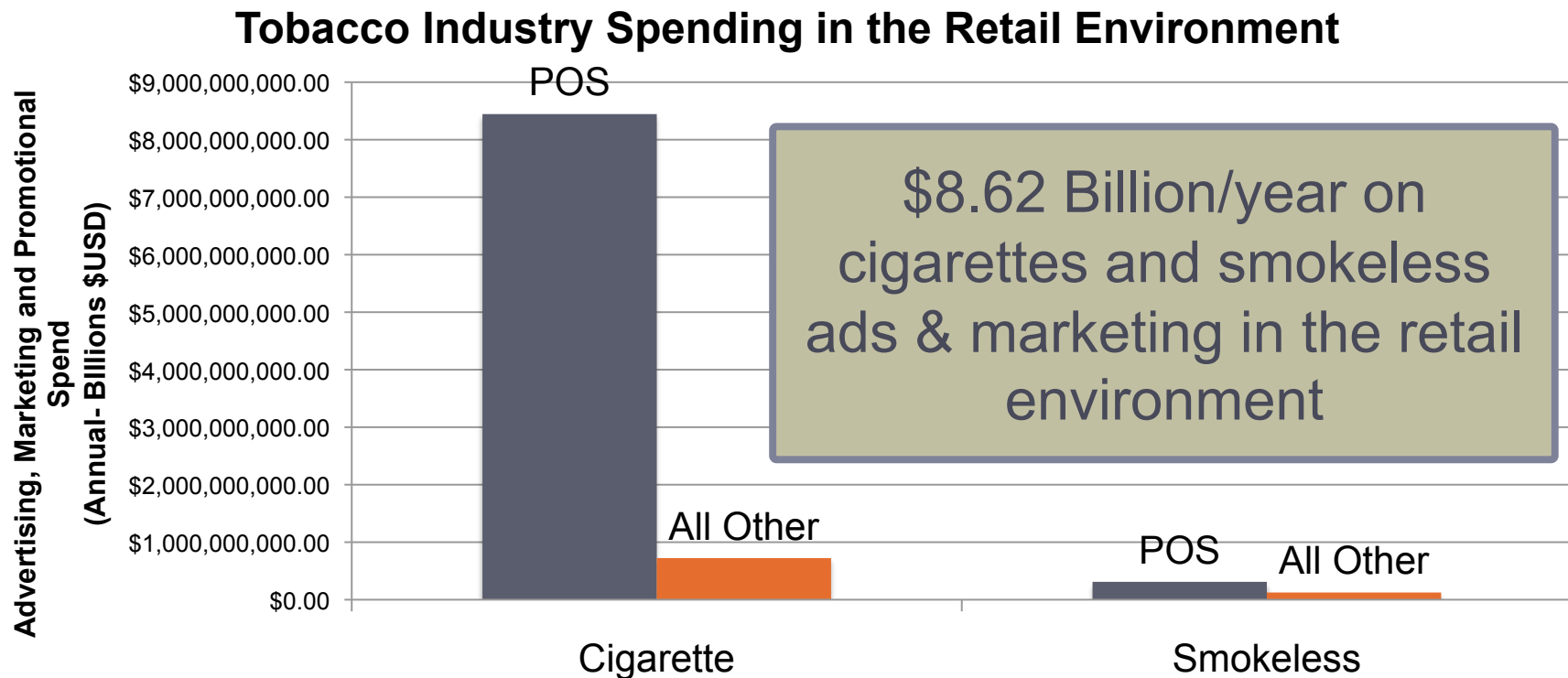
Connect to the broader landscape – answer “What?”

Population Characteristics and Surveillance Data



Connect to the broader landscape – answer “So What?”

Research Evidence









Connect to the broader landscape – answer “Now What?”

Potential Policy Solutions

Retailers near youth-serving venues
Retailers that are also pharmacies
Retailers close to other retailers

Point-of-Sale Strategies Ranked by Legal Feasibility*

Policy	Page #	Rating	Examples
1 REDUCING (OR RESTRICTING) THE NUMBER, LOCATION, DENSITY & TYPES OF TOBACCO RETAIL OUTLETS			
1a Establishing a licensing system with fees or increasing licensing fees	15		At least 126 communities
1b Reducing the number of tobacco retail outlets	15		Washington, D.C.
1c Restricting the location of tobacco retail outlets	15		
1d Requiring a minimum distance between tobacco retail outlets	16		
1e Prohibiting the sale of tobacco products at certain types of establishments	16		San Francisco, CA; 80 MA localities
1f Limiting the number of hours/days when tobacco products can be sold	16		

 = Green Light or 'recommended'  = Yellow Light or 'recommended with caution'  = Red Light or 'not recommended'

*Feasibility at the local level will depend on state law

4. Engage your audience

- Create a feedback loop to data collectors
- Form coalitions with community groups representing impacted populations
- Package information for local officials and funders





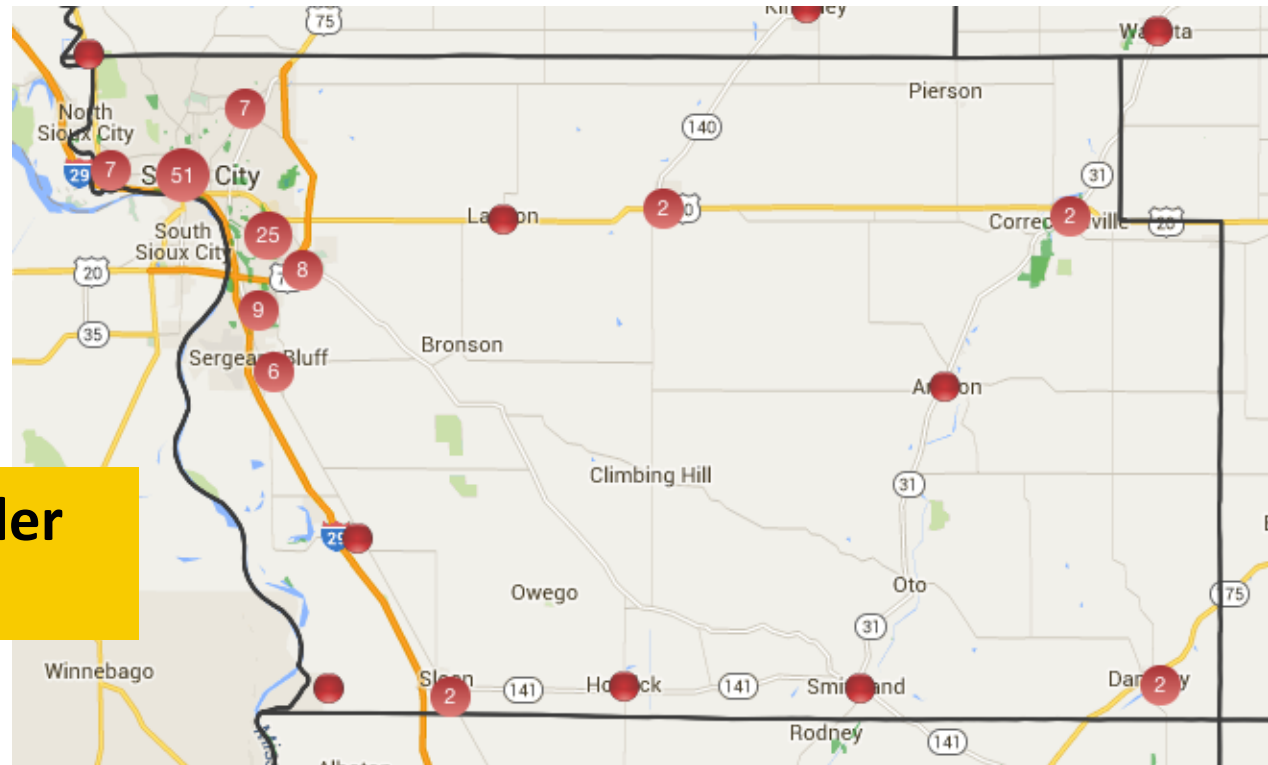
PAINTING THE COMPLETE PICTURE: CASE STUDY

Remember our strategies:

1. Apply the 4 P's
2. Paint by numbers
3. Connect with the broader landscape
4. Engage your audience

Woodbury County

**Tobacco retailer
locations**



Youth Smoking Rates in Iowa

Among middle and high schoolers,

11% have ever tried tobacco

and **4%** currently use cigarettes

and **2%** currently use cigars

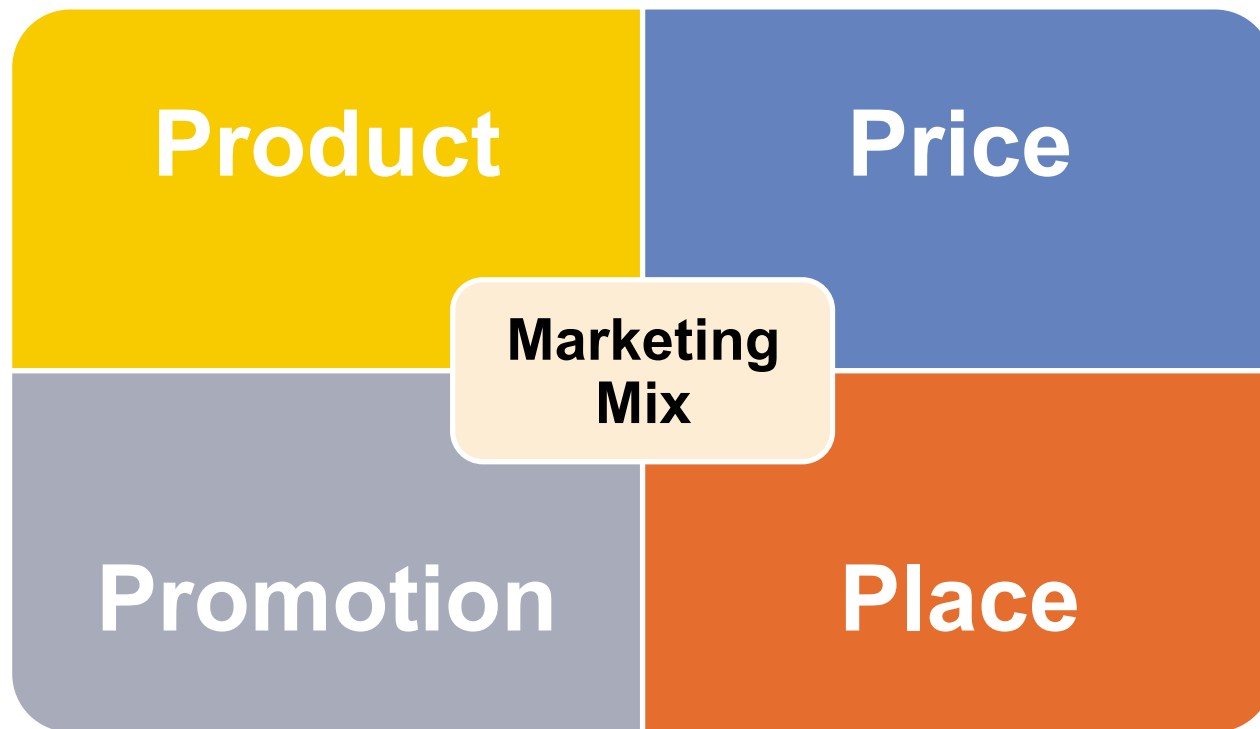
and **6%** currently use e-cigarettes

(2015 Iowa Youth Tobacco Survey)



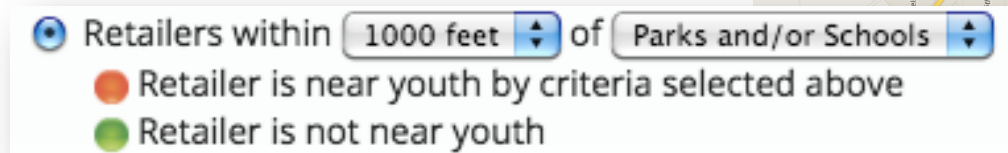
Painting the Picture

- How is the tobacco retailer environment impacting youth in Woodbury County?



Retailers are close to youth-serving venues.

60% of retailers are within 1000' of a school or park, compared with 28% statewide



From Areas of Interest Report, Policy, Near Schools and Parks

Retail locations near schools are particularly problematic.



Photo credit: www.ccpcs.org

- Canada, 2007: Schools with a higher proportion of stores within 1-km distance that have in-store tobacco promotions have higher school smoking prevalence¹
- California, 2008: Schools with higher numbers of tobacco retailers within walking distance have higher school smoking prevalence²

1. Lovato, et al., 2007, *Canadian Journal of Public Health*; 2. Henriksen, et al., 2008, *Preventive Medicine*;

The retail environment offers products that can attract youth.

In Woodbury County,

79% tobacco retailers
sell flavored cigars and
49% sell cigarillo
singles



From Areas of Interest Report, Assessment, Availability of
Cigarillo Singles; Availability of Flavored Cigars

Prices and promotions can also attract price-sensitive buyers like youth.

\$5.04 least expensive cigarette
(state average = \$5.07)

20% retailers
have price
promotion on
any tobacco
product



From Areas of Interest Report, Assessment,
Cheapest; Promotion of Any Product

Kids are frequent c-store shoppers.

- 2011-12 nationally representative sample of 13-16 year olds: Almost half visit (48%) visit at least once a week¹
- C-stores have more tobacco marketing materials than other store types²⁻⁵



Exposure to retail tobacco marketing is linked to children's smoking behavior.



Photo credit: www.express.co.uk

After adjusting for potential confounders, exposure to retail tobacco marketing is associated with:

- ☐ Increased odds of ever smoking^{1, 2, 3}
- ☐ Increased odds of experimental smoking⁴
- ☐ Higher likelihood of becoming a daily or occasional smoker⁵

Retailers aren't always following the rules.

Greater impact on areas with lower household income.



Retailer & Density Report

Woodbury vs. Entire State

Retailers Count and Density By Demographic

		Selected Area				Comparison Area			
		Woodbury				Entire State			
		Total Pop'n	Num Retailers	Retailers Per 1k	Pop'n Per Retailer	Total Pop'n	Num Retailers	Retailers Per 1k	Pop'n Per Retailer
Total		102,174	127	1.2	804.5	3,040,764	3,475	1.1	875.0
Median Household Income									
Q1	(\$12,356 - 43,810)	39,152	65	2.0	498.2	774,077	1,164	1.5	665.0
Q2	(\$43,810 - 48,898)	13,593	18	0.9	1,131.2	452,140	635	1.4	712.0
Q3	(\$48,898 - 53,594)	8,552	9	1.1	950.2	455,526	532	1.2	856.3
Q4	(\$53,594 - 60,578)	24,593	24	1.0	1,024.7	534,253	525	1.0	1,017.6
Q5	(\$60,578 - 100,000)	16,284	11	0.7	1,480.4	824,768	619	0.8	1,332.4

From Areas of Interest Report, Retailers and Density

Engage key audiences



*Iowa Students for Tobacco
Education and Prevention*



The tobacco retail environment impacts YOU.
How can we work together to create change?



PAINTING THE COMPLETE PICTURE: PRACTICE WORKSHEET



**PAINTING THE COMPLETE PICTURE:
QUESTION AND ANSWER**

Key Takeaways

1. Create a complete picture about the tobacco retail environment in your area.
2. Combining assessment results with other Store Mapper data and additional sources.
3. Consider your audience when crafting your message.



Questions?

Please complete the follow up survey at the end of the webinar. We appreciate your feedback.



Project-specific questions?
Contact your CHC's.